Easily surface the key data you need to understand trends and sharpen your strategy.

As online conversations evolve, the formation of a narrative – or a collection of stories, mentions, tweets, posts, and other data points linked by a common theme – is not an uncommon sight.

As we are experiencing the real-world implications of online narratives more than ever before, the ability to analyze the entire lifecycle of a narrative across the media ecosystem - at scale and at speed - is more crucial than ever. Zignal has developed a solution that helps you spot narratives as they emerge, and analyze the origin, speed, velocity, makeup, drivers, sentiment, and automation of a narrative, giving you both early foresight and deep insight to inform strategic and proactive decision-making.

The Zignal Narrative Intelligence Cloud helps the world’s largest companies and organizations mitigate narrative-borne risk and capitalize on narrative-borne opportunities. Risk and communications professionals leverage our software to build a holistic view of the narratives that affect them, leveraging key insights that have major implications for their security, financial outlook, messaging, competitiveness, and more.

Narrative intelligence helps communications and risk professionals navigate and manage:

### Narrative-borne Threats
- Reputational damage
- Stock price manipulation
- Threats to employee and partner safety
- Physical property destruction
- Compliance complexities

### Narrative-borne Opportunities
- Elevated brand perception
- Increased product sales
- Improved hiring
- Enhanced competitive knowledge
- Actionable corporate values

Only the Zignal platform allows customers to analyze how individual social media users influence and shape public conversation.

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Why Choose Zignal?

**Actionable intelligence**
- Track the conversation around thousands of topics in relation to your business.
- Segment authentic and inauthentic social media accounts involved in a conversation.
- Rapidly surface the insights you need to craft and deploy new, more impactful messaging.

**Unified and holistic platform**
- Pull data from hundreds of sources including news, blogs, and social media.
- Go beyond mentions to see share of voice, historical trends, leading voices, and more.
- See the top stories and social media posts about your business, organization, or a given topic.

**Real-time narrative-borne threat detection**
- Monitor risk narratives in real time and know the moment your business is pulled in.
- Identify the key threat actors and top sites driving threatening narratives.
- Avoid noncompliance fines as regulators increasingly require awareness of narrative-borne risk.

“The value-add with Zignal really has been around demonstrating that the messaging is penetrating across all different platforms and with different influencers.”

~ Lisa Lanspery, Head of External Relations, Synchrony

Zignal Labs Is Trusted by Top Companies and Organizations

Zignal’s Narrative Intelligence Cloud analyzes billions of digital stories in real time to help customers discover and manage the narratives that can help or harm them. Used by the world’s largest companies and public sector organizations, Zignal’s natural language processing and machine learning algorithms identify risks and opportunities as they emerge, and provide insight into how to shape the narratives that matter most. Headquartered in San Francisco, Zignal serves customers around the world, including Expedia, Synchrony, Prudential, The Public Goods Project, and Uber.

To learn more, visit: [www.zignallabs.com](http://www.zignallabs.com) | 415-683-7871 | mktg@zignallabs.com